



## WORK EXPERIENCE

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### 3-Inventory:

- Define the right assortment according to the retail environment.
- Define ordering budget
- Place forecast for the line on a monthly basis
- Estimate returns for damages & discontinued products.

### 4-P&L:

- Prepare the P&L Budget for the following year and get it approved by the GM
- Take necessary actions to reach the budgeted net profit set by the management
- Negotiate with suppliers for increased margin and contribution to improve gross margin

## ● Paris Gallery / 2013 - 2015 Dubai - UAE

### ○ Supply and Demand Planner

(Servicing a portfolio of luxury clients through developing Orders and Distribution strategies that best align with the brand's business)

- Forecast sales for the UAE region, with weekly sales ranging from 16-26M a week, with over 2000 SKUs at 32 Distributions Centers across the region.
- Planning, implementing and monitoring the financial and operational aspects of the business including sales forecasting re-projections, purchase budget, stock management, to meet the sales budget, gross profit, gross margin, & optimum stock levels.
- Coordinating with commercial, finance, marketing, logistics, IT and external entities on execution, inventory and performance of all entities where Paris Gallery brands/products are present.
- Setting realistic sales targets in conjunction with Portfolio Managers, Suppliers and Head of Category.
- Preparing, analysing and evaluating sales reports to highlight brands' performance by door, category and reference
- Managing administrative and operational functions including price revisions, preparing credit notes, invoicing, checking stock availability, deliveries, damages, communication of L.P.O's
- Compiling sales feedback on marketing activities such as promotions, events, and advertising campaigns
- Working closely with other Group Administrators, Project Managers, Customer Service and Distribution Centre

## ● ARTE JEWELLERY AND WATCHES / 2010 - 2012 Beirut - Lebanon

### ○ Sales Executive-Watch Category

- Fully responsible on yearly and monthly sales budget.
- Break down budget into monthly target by brand.
- Managing supervisors as a direct reporters and reporting to the Watch Category division manager.
- Stock management, engineering the brand assortment and setting role model assortments.
- Visual Merchandise management, Visual Updating, training staff on brand display guidelines.
- Marketing activities and brand promotion implementation and responsible for results.